

BE ON THE FRONT LINE

Marketing to Veterans at the Texas Veterans Land Board Benefits Fair



The Texas Veterans Land Board, in partnership with the U.S. Department of Veterans Affairs and the Texas Veterans Commission, is offering a free benefits fair to all South Texas veterans. More than 1,000 veterans typically attend this event. And this year, with improved veterans benefits and a new, consumer-friendly format, expect an even greater showing from local veterans and their families. Of course, this represents the ideal marketing opportunity for your business.

FOR \$50 YOUR BUSINESS RECEIVES:

- **Exposure to a targeted audience of thousands of South Texas veterans:** *More than 21,000 advance mailers sent!*
- **Unlimited direct marketing potential:** *Connect one-on-one with clients*
- **Broad media coverage, including radio, television & print:** *Planned pre-event and day-of public service announcements and news features through extensive VLB media network*
- **Marketing exclusivity:** *Event is limited to first 25 responses*
- **Ideal branding opportunity:** *Your business name included in event program during the event*
- **Professional setting:** *Tables & chairs provided*
- **Free parking; easy access**

WHAT: Texas Veterans Land Board Benefits Fair

WHEN: Saturday, October 16, 10 am – 1 pm
Setup begins at 9 am

WHERE: McAllen Convention Center
700 Convention Center Boulevard
McAllen, Texas 78501

PLEASE RESPOND BY OCTOBER 8!



brought to you by
TEXAS VETERANS LAND BOARD & TEXAS VETERANS COMMISSION

1-800-252-VETS

www.texasveterans.com





VENDOR REPLY FORM

YES! I would like to join with the Texas Veterans Land Board to market my company at the McAllen, Texas Veterans Benefits Fair on October 16th!

Please complete the following:

Contact Name: _____

Business Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____


Return with payment to:

TEXAS VETERANS LAND BOARD

Attn: Jim Mickler

P.O. Box 12873

Austin, Texas 78711-2873

 Please detach and retain the exhibitor policies for your records.

EXHIBITOR POLICIES

The Texas Veterans Land Board welcomes and encourages participation of mortgage lenders, Realtors, insurance firms and others at its Veterans Benefits Fair. In order to be respectful to our veterans and other attendees, please observe the following policies:

- Exhibitor tables and locations to be assigned by VLB staff
- Each exhibitor will be assigned one display table for marketing information
- Exhibitor staff not to exceed three per table
- Exhibitors should remain at their assigned tables during the event



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